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MAY 2 - 1962
To Mayor

Robert Beritzhoff, 40, member of the Oakland Chamber of Commerce staff since 1954, was named today to succeed Daniel P. Collins as secretary to Mayor John C. Houlihan.

Collins was picked yesterday to be coordinator of the city's new industrial development commission.

Houlihan said the double move would take place as soon as Beritzhoff can clear current assignments with the chamber, where he has been director of State Fair exhibits, head of the domestic trade division, including Trade Club activities, and manager of the highways, transit, and parking committee.

William Sparling, general manager of the chamber, said Beritzhoff would be released as soon as possible.

Beritzhoff saw service as an Air Force captain in World War II and the Korean War. He is a native of Alameda and has spent his entire life in the Eastbay.

He and his wife, Barbara, have three children, Michael, 13; Thomas, 10; and Darcie, 8.

2 Public Officials Get Civic Awards

APR 24 1964

Robert Beritzhoff, executive secretary to Oakland Mayor John Houlihan, and Hubert W. Bryant, head of Alameda County's Public Administrator Department, have been judged the most outstanding government employes in the area for 1963.

They were presented with Good Government Awards by the Oakland Junior Chamber of Commerce yesterday at Edgewater Inn. More than 100 officials and employes of the city of Oakland and Alameda County attended the 16th annual awards presentation luncheon.

Beritzhoff and Bryant were selected from more than 40

nominees from city and county offices.

Bryant has served the county for 39 years and has been chief of the Public Administrator Division of the county's Coroner-Public Administrator Department since July 1, 1961. He is also chairman of the Alameda County Retirement Board.

Beritzhoff was formerly with the Oakland Chamber of Commerce and was named executive secretary to Mayor Houlihan in 1962.

Vincent Vinella and Harold Moore were in charge of the Junior Chamber of Commerce program.

Beritzhoff

JAN. - 3 1973

Appointed to Chamber Post

Robert Beritzhoff, legislative lobbyist for the Oakland Chamber of Commerce, will succeed William A. Sparling as general manager.

Sparling, who has held the position since 1950, is retiring Feb. 1.

When Beritzhoff learned of the appointment by the chamber's screening committee yesterday, he said: "Sparling is such a super member of the community he'll be a difficult man to follow.

"He was involved in Oakland's renaissance and if my tenure can show the same progress as his, I'll be content."

The new general manager worked for the chamber first from 1954 through 1962. He then became Mayor John C. Houlihan's administrative assistant until 1966 when he returned to the chamber as its California legislature lobbyist.

He's 51, married, has three children and lives in Piedmont.

*New General Manager
Oakland Chamber of Commerce
effective Feb. 9, 1973*

~~ALFRED~~ ROBERT BERITZHOFF

Born - August 20, 1921, Alameda, California
Married - 1948, Wifes Name - Barbara Brooks
Three Children - Michael, Thomas & Darcie
Residence - 300 Ramona Avenue, Piedmont

EDUCATION: St Joseph's Grammar School, Alameda 1928-1935 - Graduated
St Mary's College High School - 1935-1939 - Graduated

WORK RECORD

1939-1941 - The San Francisco Bank, San Francisco
Bookkeeper-Teller

MILITARY RECORD

1941-1946 - U.S. Army Air Corps, three years overseas
Africa & Europe.
Rank - Private to Captain

WORK RECORD

1946-1950 - The San Francisco Bank, Oakland, Calif.
Public Relations

MILITARY RECORD

1950-1951 - U. S. Air Force
Rank - Captain

WORK RECORD

1951-1954 - The San Francisco Bank, Oakland, Calif.
Public Relations

1954-1962 - Oakland Chamber of Commerce
Director of Exhibits

Secretary of the Following Committees

Education

Community Betterment

Off-Street Parking

Highways & Freeways

Domestic Trade

Transit

Oakland World Trade

World Trade Committee

One year as Rite-Trader, Oakland Trade Club

1962-1966 - Administrative Assistant to the Mayor of Oakland
John C. Houlihan

1966-to present time - Oakland Chamber of Commerce

Assistant Manager Convention & Tourism Department

Manager Transportation Department

Legislative Advocate - Six Sessions of California
State Legislature

Assistant Secretary Alameda County Transportation

Secretary Construction Industries Advisory Committ